

**Public Risk Perception and Communication:  
A Professional Development Workshop**

**Tuesday March 16, 2010, 1:00-5:00pm  
Waikiki Beach Marriott**

---

**Co-organized and sponsored by:**

**Pacific Risk Management 'Ohana  
Pacific RISA  
East-West Center  
Center for Island Climate Adaptation and Policy  
Pacific Services Center  
Pacific Climate Information System**

---

- 1:00 – 1:15 **Welcome and Introduction**  
Melissa Finucane, Senior Fellow, East-West Center, & Principal Investigator,  
Pacific RISA  
Maxine Burkett, Associate Professor of Law, & Director, Center for Island Climate  
Adaptation and Policy  
Adam Stein, Executive Director, Pacific Risk Management 'Ohana
- 1:15 – 1:50 **Presentation**  
*Risk Perception and Communication Research: What Do We Know?*  
Melissa Finucane
- 1:50 – 2:00 **Q & A**
- 2:00 – 3:00 **Roundtable Discussion**  
*Risk Communication Experiences in the Pacific: What Makes and Breaks  
Effective Communication?*  
  
Panelists:  
Malika Dudley (KGMB9)  
Chip Fletcher (UH Department of Geology and Geophysics)  
Chip Guard (NWS Guam)  
Audrey McAvoy (Associated Press Honolulu Bureau)  
  
Moderator: Maxine Burkett
- 3:00 – 3:15 **Break**
- 3:15 – 4:45 **Interactive Session**  
*Risk Communication & Public Involvement*  
Interactive session led by Captain Alvin Chun aimed at demonstrating some of  
the fundamental principles of risk communication and building public support
- 4:45 – 5:00 **Wrap-up and Aloha**